TIME: 7:29
DATE: 12/9/54
SPONSOR: EMPSALLS
SOLICITOR: MALMUD

JUST A WORD FROM EMPSALL'S SPORT SHOP WHICH WANTS TO REMIND YOU XXXX, FOR YOUR SAKE AND THEIRS, NOT TO FAIL TO LOOK OVER THE EXCEPTIONALLY FINE STOCK OF ~~SKIIS~~ SKIS THIS YEAR. YOU'LL FIND RECONDITIONED AND NEW SKIIS FROM $15 TO $25 FOR THE BUDGET-MINDED. THE PARIS 12 PIECE AND THE NORTHLAND 4 PIECE LAMINATED MODELS AT $30 WILL FIT YOU JUST RIGHT. YOU WILL ADMIRE THE BEAUTIFUL PIECE OF WORKMANSHIP WHICH IS THE ANDERSON AND THOMPSON XXXXXXXX MT SHASTA MODEL AT $40. FOR THOSE OF YOU WHO WANT A SKI WITH THE TOUGHEST BASE GOING THERE IS THE NORTHLAND OLYMPIC WITH ITS FAMOUS PERMACITE BASE AT $50. EMPSALL'S KNOWS THAT IF YOU LOOK AT THIS FINE ASSORTMENT YOU WILL FIND THE SKI YOU WANT AT THE PRICE YOU WANT TO PAY, AND THEY'RE HAPPY TO SELL THEM TO YOU. SO SKIERS AND WOULD*BE*SKIERS DON'T MISS LOOKING IN ON THE MOST COMPLETE LADIES' OUTFITTERS FOR THE SPORT OF SKIING IN THIS PART OF THE STATE: EMPSALL'S SPORT SHOP, IN THE HEART OF GREEN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON
THE CORRECT TIME IS NOW

ANN. SIGNATURE: